

Don't Be Afraid to Try New Things

If your traffic could be higher and your readers don't seem enthusiastic about your blog, try something new! You generate conversation and attention when you do, even if the attempt doesn't succeed (or doesn't accomplish quite what you thought it might).

Here are a few things you can try:

✓ **Redesign your blog.** Better yet, get your readers to help you redesign by contributing a new logo, a new name, vote on the color palette, and so on.

✓ **Do a survey or quiz.** People love to test their knowledge or compare their experiences with those of others. Ask them to weigh in, and don't forget to show the results!

In his blog (www.tompeters.com), management expert Tom Peters puts a weekly poll on his blog and also displays the results from previous polls, as shown in Figure 9-6.

✓ **Add a new technical tool you aren't already using.** If you haven't already implemented a search tool, RSS feeds (which I discuss in Chapter 13), or comments, these are logical places to start.

✓ **Get a prominent member of your company or industry to be a guest blogger for a week.** Don't forget to promote the guest blogger before he or she begins posting so that your readers know to come to the site.

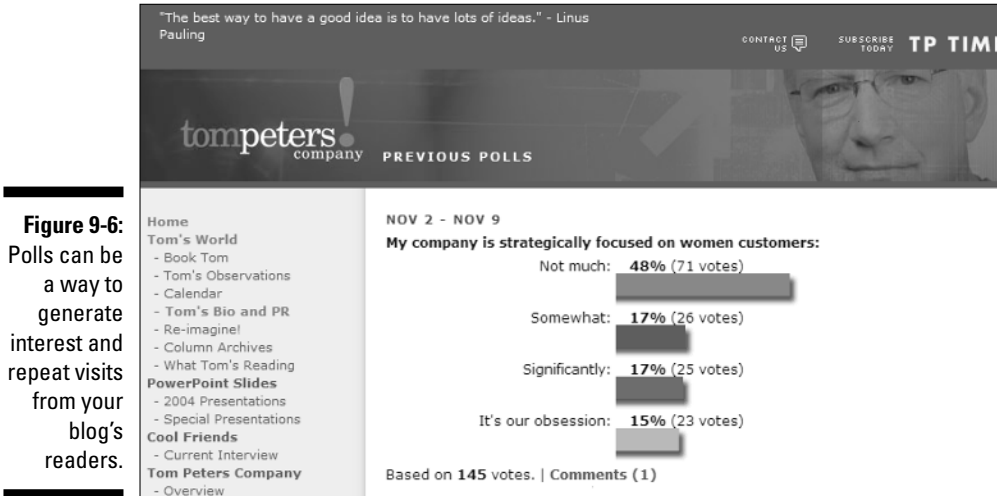


Figure 9-6: Polls can be a way to generate interest and repeat visits from your blog's readers.

Photo credit: Allison Sherriffs